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What's going on, edition 79-4 (April 9, 1979)

American Institute of Certified Public Accountants

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American Institute of Certified Public Accountants, "What's going on, edition 79-4 (April 9, 1979)" (1979). *Newsletters*. 1354.

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What's Going On

Edition 79-4

April 9, 1979

Lee Smith's description of activities in the Circulation Department was one of the highlights of the Seventh General Meeting of the AICPA Staff held February 12, 1979 at the Waldorf-Astoria and was too good a presentation not to preserve. Consequently, we thought we'd devote this edition of What's Going On to Lee's words and Richard Garzon's photographs.—*Editor*

Welcome to the Label Factory!

by Lee Smith, Circulation Manager
with photographs by Richard Garzon

That really is the fundamental function of the Circulation Department, producing mailing labels for some 18 different subscription services. And produce them we do—361,040 labels during the month of January, 1979. That's at the rate of 4,332,480 per year—and that's a lot of labels—It's a lot of anything.

But there's one thing we in Circulation produce more of than labels—dollars! \$597,294.24 during January, 1979. And that does not include the money collected through Accounts Receivable. And the membership dues for the year 1978-79 collected through January 31, 1979 amounts to \$9,740,108.55! And that's not peanuts!—not yet, anyway.

We don't like to brag, but we think you all would miss us if we weren't part of the AICPA.

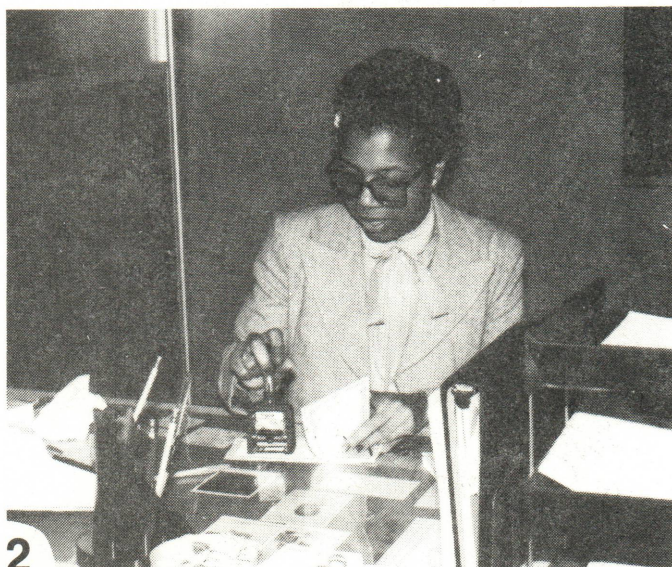
I'd like for all of you to meet the great people who accomplish such wonders. Here's the whole gang—well, with the exception of Fran Selvaggio, who was holding the birdie.



For any organization to function well, there must be someone to coordinate efforts, to see that things run smoothly and well. We're very fortunate to have two such somebodies in the Circulation Department—Rose Emma, supervisor of Subscription Services and Richard Litzenberger, supervisor of Circulation. As you can see, they make a handsome couple, and they seem to get a big kick out of print-outs.



I suspect the reason we in Circulation were chosen to share the program with the Library is that we both are literary—we have magazines—two of them. The big one is the *Journal of Accountancy*, and we maintain the subscription file, seeing that new subscriptions and renewals are properly processed and the money accounted for. And this young lady, Peggy Patton, is the one who is responsible for this. She's the control clerk for the *Journal*. Peggy joined us a little over a year ago, as Assistant Control Clerk and was promoted to Control Clerk in December. So, you know she's doing something right.



Pat Gilmore is the Assistant Control Clerk. She's the newest member of the Department, so new, in fact, she got her first pay-check just last payday. But she's a big help to Peggy, already.



Helen Nitu is the Control Clerk for our other magazine, *The Tax Adviser*, which is more specialized, but brings a higher price. That's *The Tax Adviser*, not Helen. She also has responsibility for three cassette services—*Tax Highlights Quarterly*, *SEC Quarterly* and the *Accounting Articles Digest*. These are quarterly services, as the names suggest. Helen has been a member of the Department longer than anyone—since October, 1966. She's not getting older—she's only getting better!





Gloria Lipman distributes the mail to the Department. She also has responsibility for Journal refunds for subscribers who become members of the Institute. It's a long and tedious job, checking each ballot for the subscriptions. Gloria also maintains the subscription file for the first-class mailing of the *CPA Letter* to non-members. And she also collects all monies for the *Washington Report*—a weekly newsletter.

We also have a third newsletter, the *CPA Client Bulletin*, and Miriam Perales is the one who's in charge of maintaining this file. It's a monthly and is designed for accounting firms and practitioners to distribute to their clients. The minimum subscription is for 50 copies, and the label run for the March, 1979 issue was for 299,625 copies. Miriam has done a tremendous job of controlling this subscription since its beginning.

And there's another area in which she excels—Have you ever tasted her egg-nog?



Karen Goldstein is the Control Clerk in charge of several smaller files—seven to be exact. Four of these are *Datapro* loose-leaf services provided at a discount price to our members in public practice. Another is for members who wish to subscribe to *CPA Exams*. And, finally, there is the *Accountants' Index*, which is prepared by our own library staff. I'm sure you'll hear more about this from Karen Simmons later this afternoon. Karen Goldstein is very good at her job.



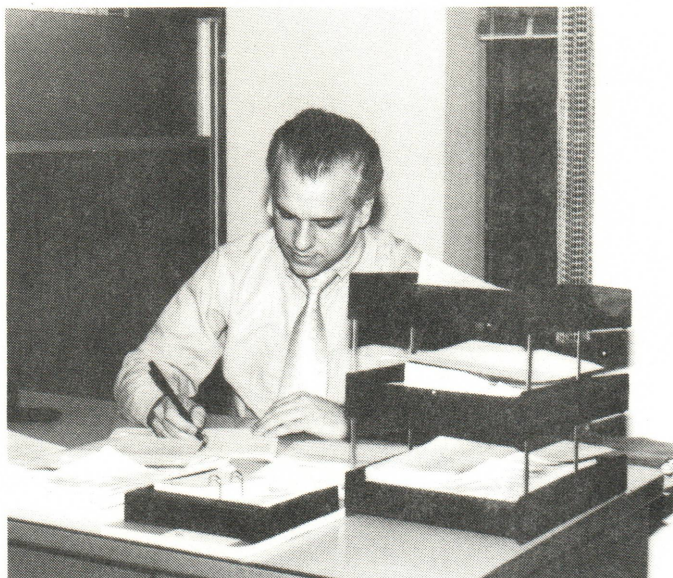
Our two major loose-leaf services are *Professional Standards* and *Technical Practice Aids*, and they represent a combined subscription file of more than 25,000.

Fran Selvaggio is the one who controls this file. It



grew at the rate of 565 new subscriptions in January, and that's pretty typical of the monthly increase. The materials for updating these volumes are produced by George Dick's division and are published by Commerce Clearing House. We sell only to members and send labels to CCH, and they mail the volumes and the reports. Fran does an excellent job, and these services are among the great success stories of the AICPA.

We also have an accounting section in the Circulation Department: Rolando Cachafeiro, Richard Garzon and Sal Trimboli.



Rolando is the accountant, and under his leadership the section maintains the membership dues ledger file, collects dues for membership in the AICPA as well as Accounting Research Association, pro-rates the monthly income from the magazines, does annual pro-rations, prepares a Journal entry each month for the Accounting Department.

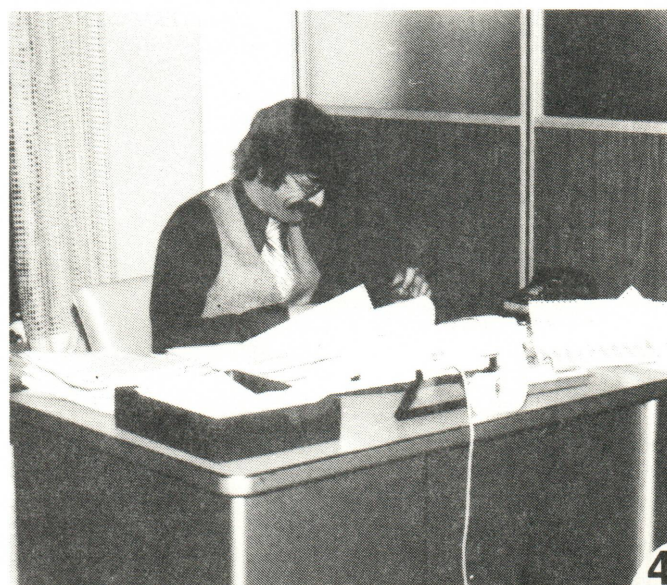


Richard Garzon, accounting clerk in addition to being our expert photographer, is in charge of the Accounting Research Association file. This is an association of CPA's and accounting firms whose donations through membership dues help support the activities of the Financial Accounting Standards Board. The dues schedule is graduated from \$35.00 for an individual membership to a top of \$50,000 for the largest accounting firms. These members receive various FASB mailings, and this, of course, requires labels. Richard is also expert in his job.



Sal Trimboli joined the Department seven months ago, and he is mainly responsible for membership dues processing. Since Sal joined the staff, more than 141,000 dues payments have been processed, and that includes putting them through the optical scanner whenever possible. Of course, Sal didn't do all of this single-handedly, but he did more than his share. We're very glad to have Sal in the Circulation Department.

Richard Litzenberger is the man responsible for the overall supervision of these sections of the Department. And it's quite evident that he does not take this responsibility lightly. He's always willing to share his time with others in the Department, and is delighted to consult with his staff at every opportunity. It's even occurred to me that perhaps his title should be changed from supervisor to consultant.



And that brings us to the Subscription Services Section of the Department. You could call this the equivalent of a store's customer service department, and you could also say that the better the other areas of the department function, the lighter this section's workload. This is true, up to a point; but, resolving complaints is really only a small part of the section's responsibility.



Rose Emma is the supervisor and she has compiled a few statistics. During the month of January, the section received 1,267 pieces of mail, handled more than 350 telephone calls, made 1,693 written responses in the form of letters, form-letters, post cards, invoices, made approximately 350 changes to the *Professional Standards* file, not including address changes, and approximately 3,700 changes and additions to the miscellaneous file.



Doris Ortiz is our change-of-address clerk for the Journal. It's her job to see that a subscriber's new address is entered in computer as quickly as possible in order that no issues will be missed. She's been with the Institute for 6 years, and even with the increase

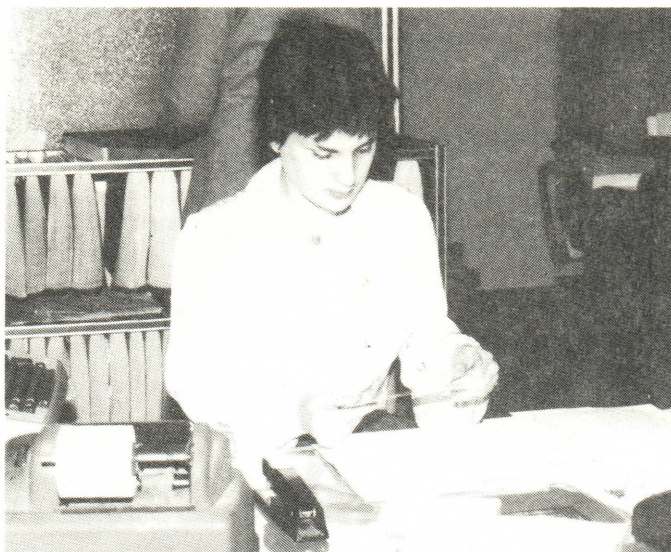
in the size of the subscription file, she has still been able to handle the job alone. And, I think that says a lot about Doris' work.



Mary Litcher is a clerk-typist, but her duties far exceed what her title suggests. In addition to typing invoices and renewals she does research for the correspondents and has complete charge of the miscellaneous lists. These are computer mailing lists for gratis materials to go to various groups of people such as State Society officials, AICPA committee members, editors, educators and many more. This past month was especially taxing for Mary, since a whole new list of 3,500 names was processed for CPE.



Virginia Hough is our other clerk-typist. She's our form-letter expert, but she also does invoicing and is an excellent typist. I call on her frequently, and she always turns out exceptional work. She's a consistently hard worker.



Irene Yablon is the second-ranking member of the Department in terms of length of service. She's been with the Institute for 8½ years, about half of that time in the Order Department. She's a correspondent and is responsible for inquiries and complaints involving the first half of the *Journal of Accountancy* file, and just to make it varied, the last half of the *Professional Standards* file. And, in addition to this, there are the usual telephone work, and, of course, letter composition.



Donna Roethel takes up where Irene leaves off, and vice versa. She has the first half of the *Professional Standards* file and the last half of the *Journal of Accountancy*. Resolving problems concerning these various services frequently involves cooperation between the correspondent and the control clerk. Both of these young ladies are to be commended for the job they do.

Sheila Friedman's official title is correspondent, yet her duties and responsibilities also far exceed her title. She does write letters—for membership dues, ARA, member inquiries regarding dues

classification, refunds and *The Tax Adviser*. She also does statistical typing of various reports required by the Post Office and the reports to the Audit Bureau of Circulation. In addition, she acts as my secretary, taking care of my correspondence, telephone calls and the variety of every-day things that come up. She also cooperates with the various control clerks and accountants.



Well, that's it. That's our story—and I think it's a successful one. But our success is your success, everyone of you. How many labels could we produce without data processing? How much money could we collect without the mailroom or Accounts Receivable? And, if we didn't have good products and excellent promotion, who'd bother to subscribe? Or who would join the AICPA if they hadn't heard of it through Public Relations and Member Relations and welcomed by Admissions? So you see, our success is literally your success. And, we of the Circulation Department salute you and tell you how nice it is to be a part of the AICPA!

